

FIG. 1

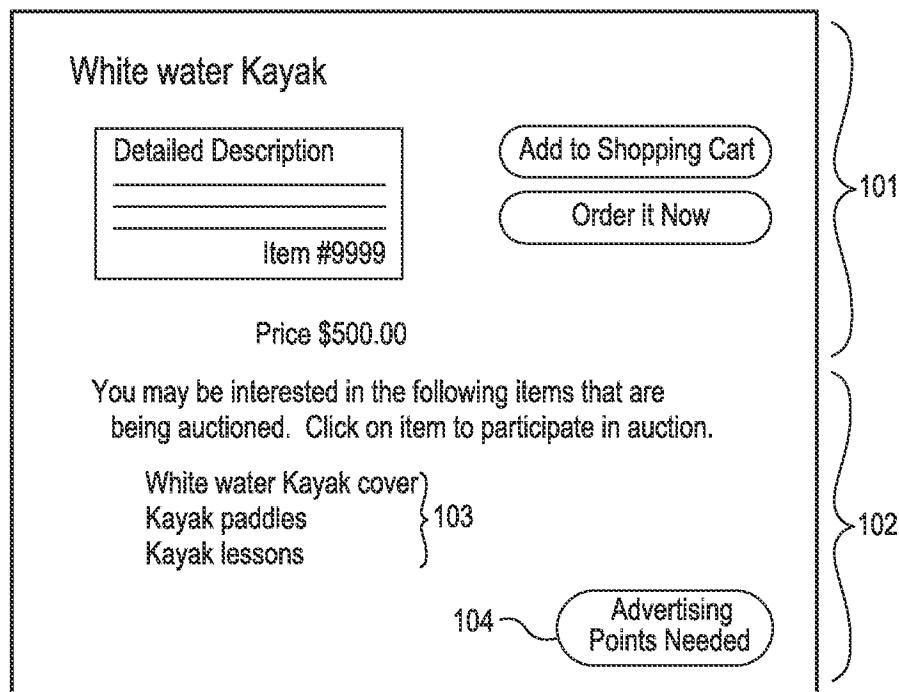


FIG. 2

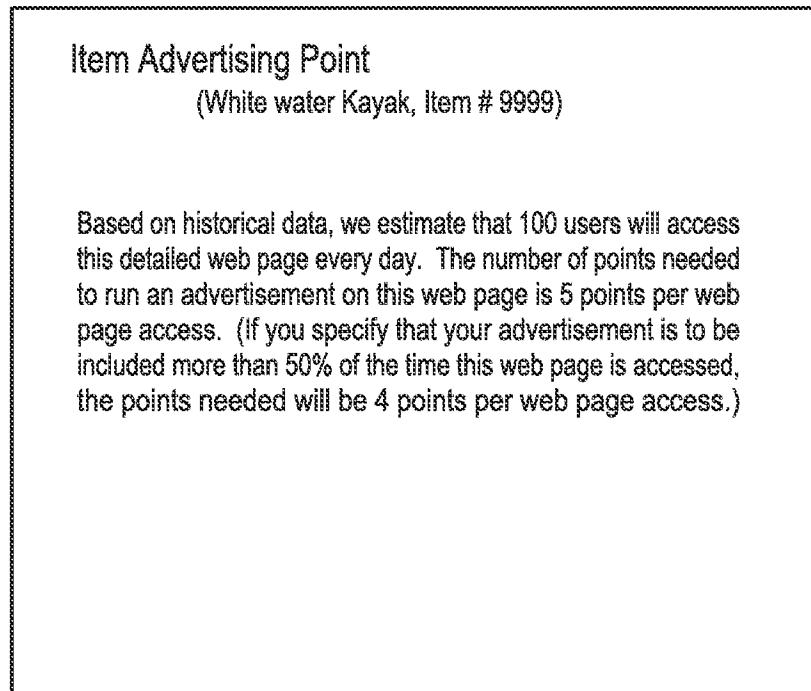


FIG. 3

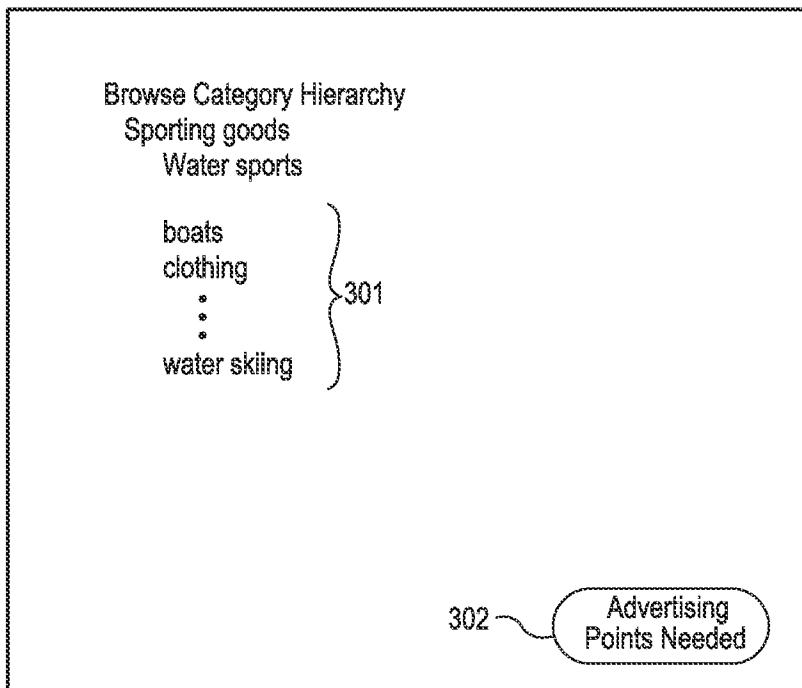


FIG. 4

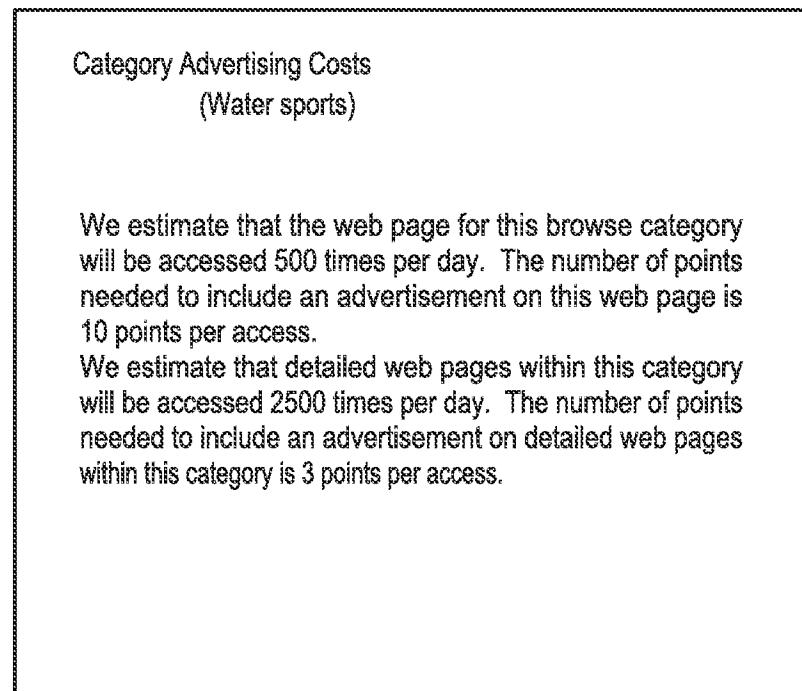


FIG. 5

Advertise Your Auction

Your Accumulated Ad Points: 50,000

Item Name: White water Kayak Cover 501

Advertise on Web Pages for

Item # 502

Category # 503

Start Time: _____
End Time: _____ 504

Advertise on the following percentage
of web pages (1-100) 505

Bold 506

Special Effects 507

508

We estimate that the cost of placing this advertisement will
be 2500 advertising points.

FIG. 6

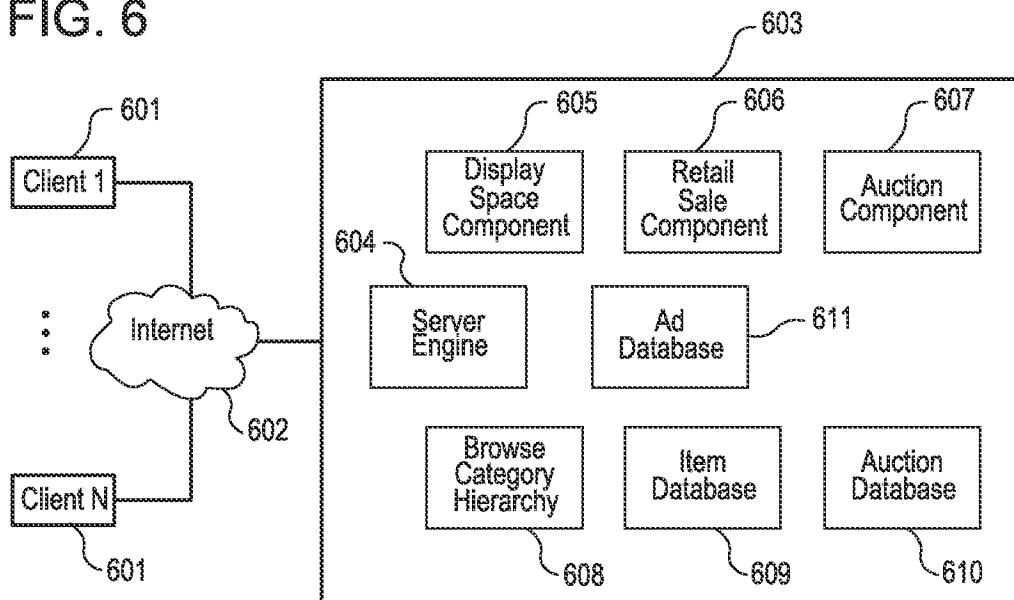


FIG. 6A

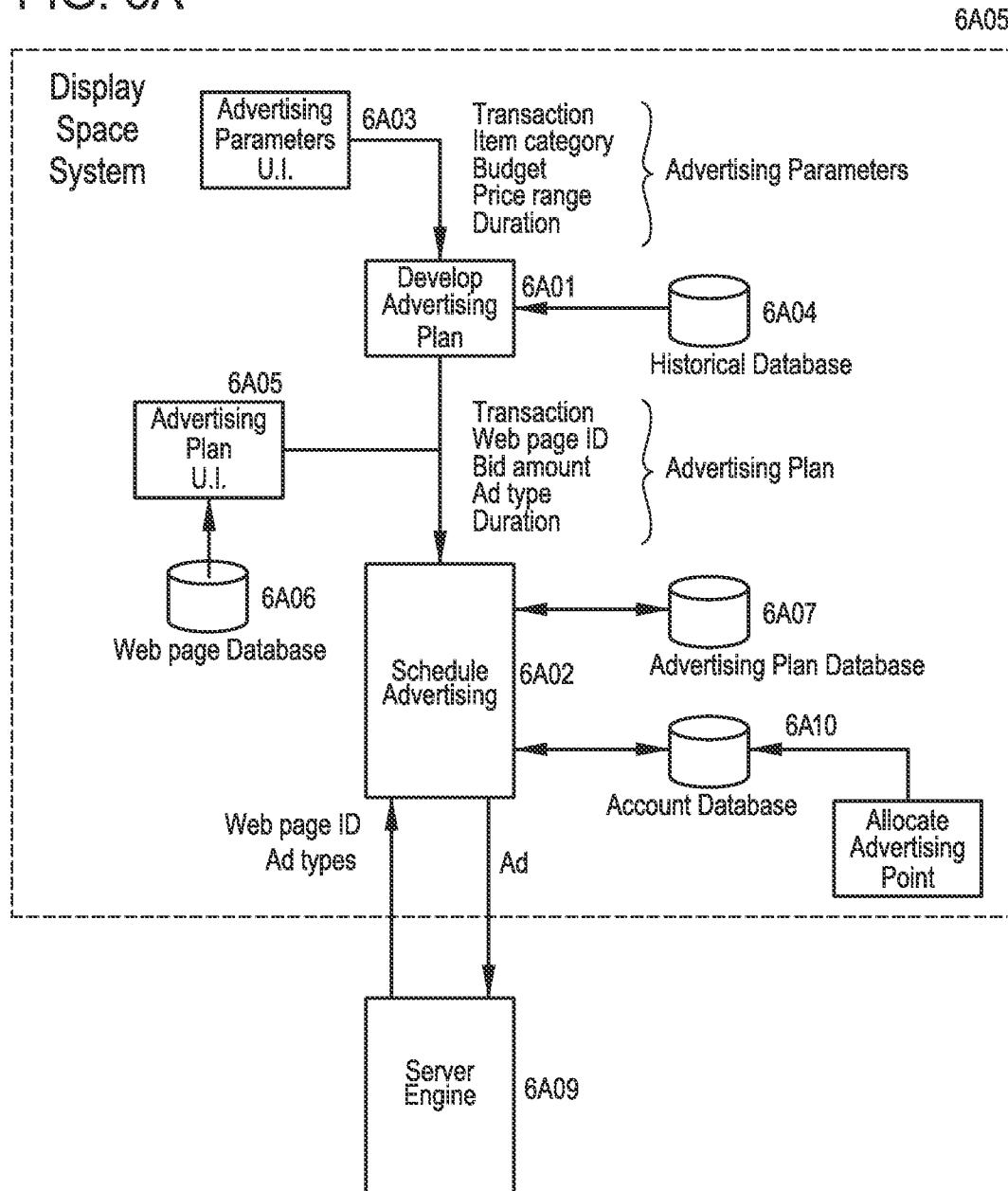


FIG. 6B

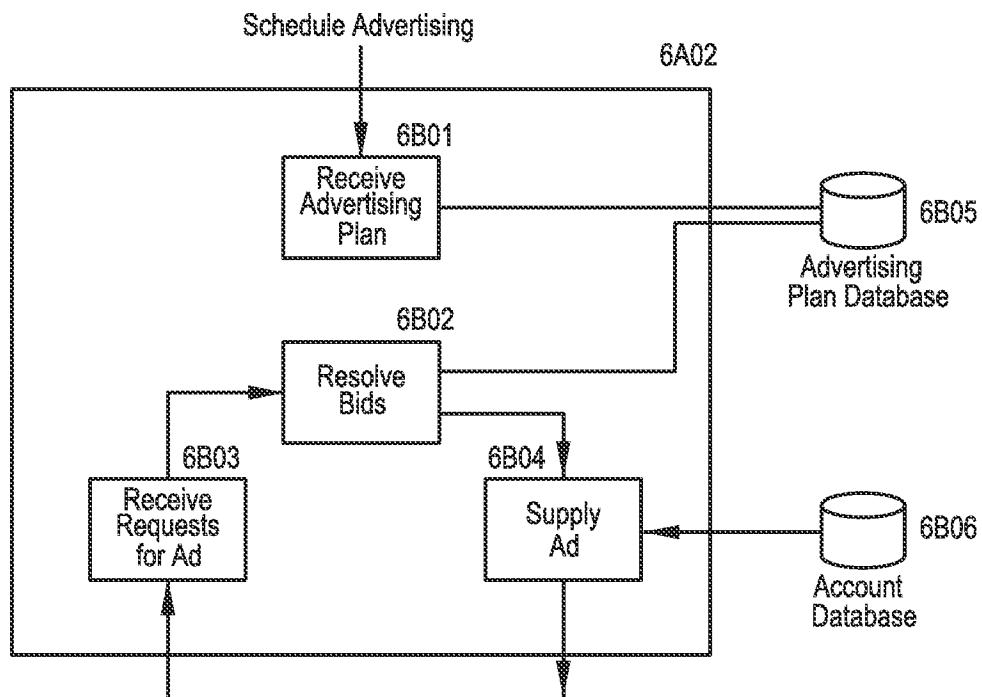


FIG. 7

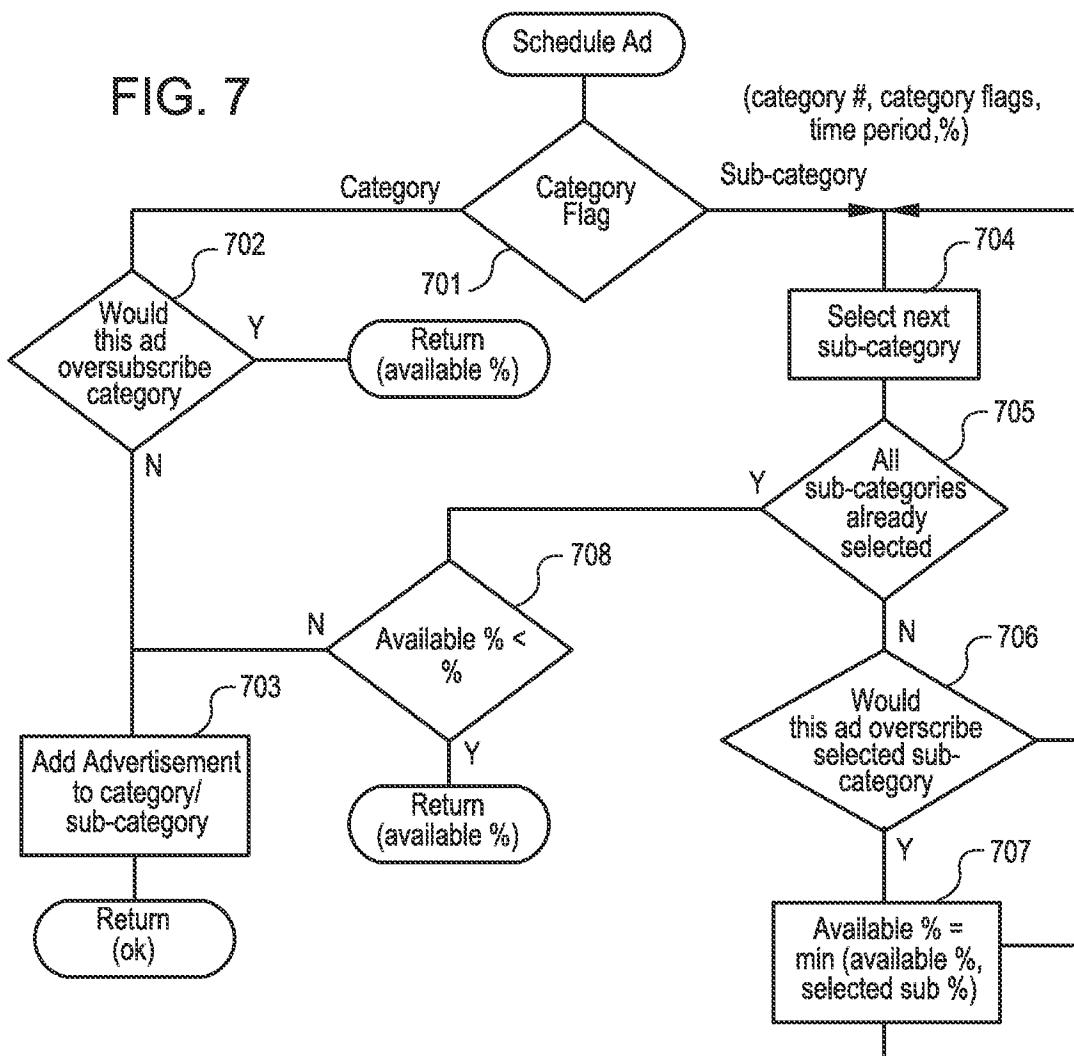


FIG. 8A

Submit Advertising Plan	
Advertise What	AV1234
Advertise To Whom	Male with 18 ≤ age ≤ 30
Advertise When	6/17/99 between 5 a.m and 5 p.m.
Advertise Where	Detailed web pages on Water Sports
Enter % of web pages on which to advertise	20
Enter maximum number of accesses	200
Enter Bid Amount	3.5
<input type="button" value="Submit Ad Plan"/>	

FIG. 8B

Ad Plan Table

Display Space Filter	Demographic Filter	Time Filter	Bidder ID	Ad ID	Percent	Max	Bid Amount	Ad History

FIG. 9

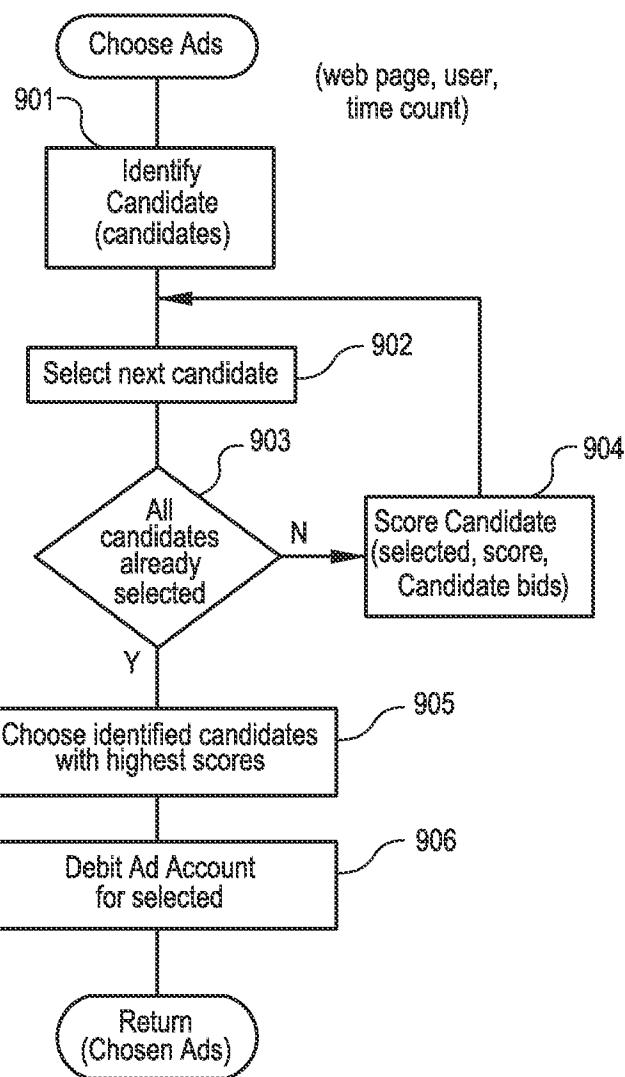


FIG. 10

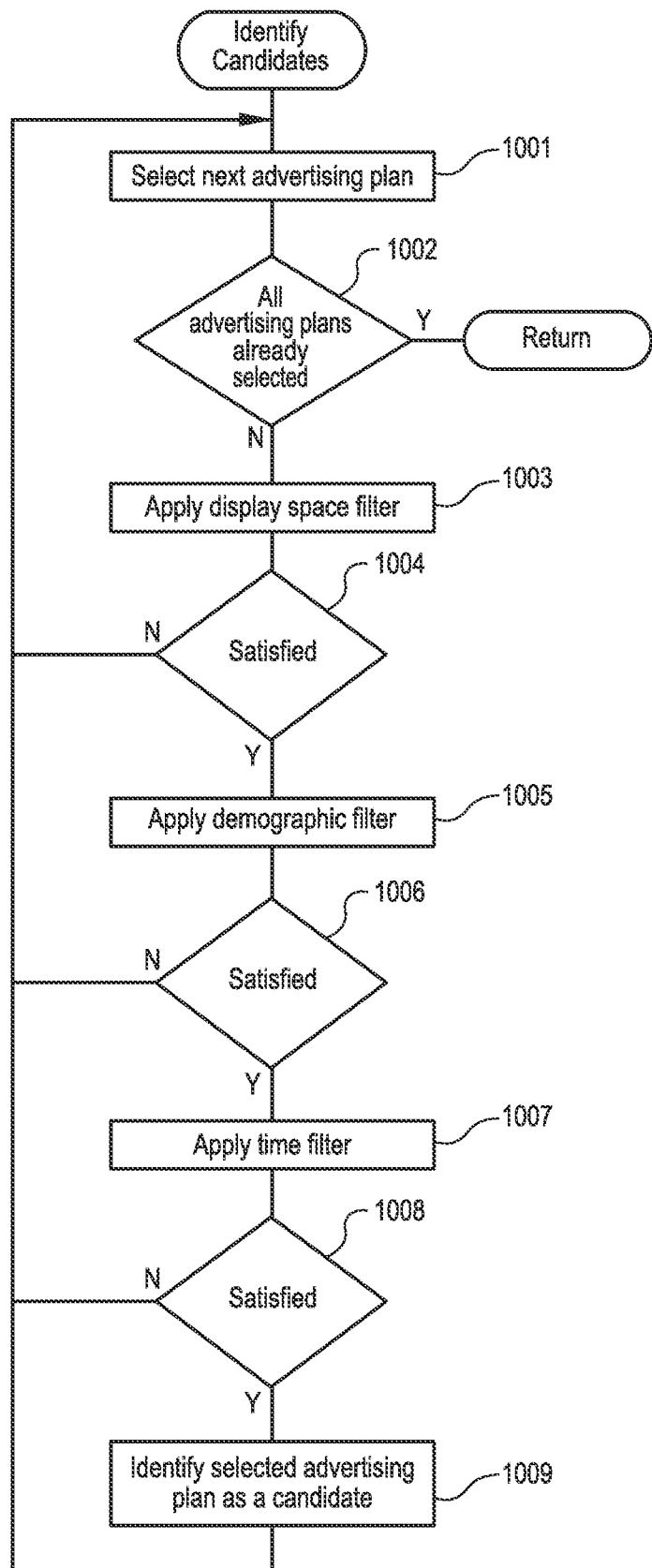


FIG. 11

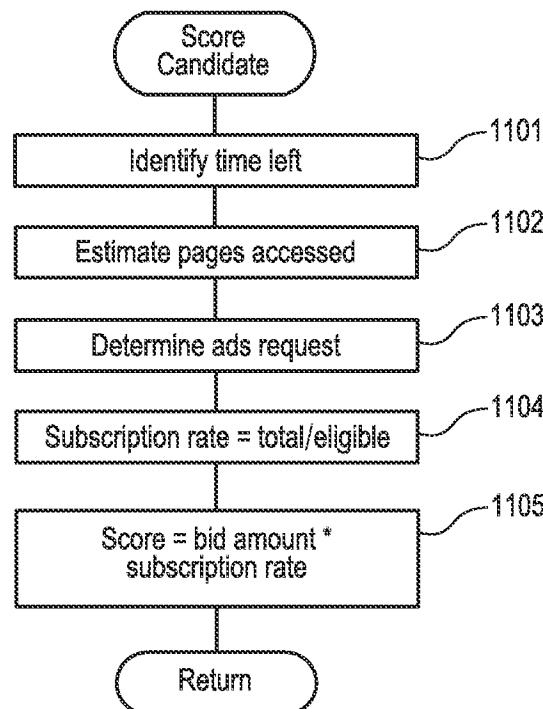


FIG. 12

The form is titled "Advertising Parameters" and contains five input fields:

- Enter ID of Transaction 1201
- Enter Category 1202
- Enter Budget (470 points in your account) 1203
- Enter Price 1204
- Enter Duration 1205

At the bottom right of the form is an oval labeled "Develop Ad Plan".

FIG. 13

Category Correlation Table

Category	1	2	3	4	...	1301
Category						
1						
2						
3						
:						
:						

Item Correlation Table

Item	1	2	3	4	...	1302
Category						
1						
2						
3						
:						
:						

FIG. 14

